



September 30, 2016

Emmett O'Keefe

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Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street NW  
Washington, DC 20554

Re: Broadband Privacy NPRM, WC Docket No. 16-106

Dear Ms. Dortch:

On September 28, 2016, Emmett O'Keefe of the DMA and Michael Signorelli of the law firm Venable LLP, representing the DMA, met with Matthew DelNero and Lisa Hone of the Wireline Competition Bureau; and Melissa Kirkel of the Competition Policy Division.

During this meeting, representatives from the DMA discussed the FCC's Notice of Proposed Rulemaking ("NPRM") regarding broadband privacy, which was adopted on March 31, 2016. Consistent with its previously filed comments, the DMA discussed concerns with adopting an overly broad definition for the term personally identifiable information and with subjecting the use of non-sensitive data, such as data used for marketing purposes, to opt-in consent. The DMA stressed that the FTC's approach is the better framework to promote innovative uses of data that will be beneficial for consumers and the economy.

This disclosure is made in compliance with 47 C.F.R. § 1.1206.

Sincerely,

*/s/ Emmett O'Keefe*

Cc: Matthew DelNero  
Lisa Hone  
Melissa Kirkel